

Message Text

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PAGE 01 STATE 192799
ORIGIN COME-00

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-----029629 010913Z /15

R 312140Z JUL 78
FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN

UNCLAS STATE 192799

E.O. 11652:N/A

TAGS: BEXP, IR

SUBJECT: TRADE CENTER UTILIZATION

1. AS METHOD TO IMPACT ON USTC UTILIZATION PROBLEM, DEPARTMENT SUGGESTS ACTIVE CAMPAIGN BY BOTH WASHDC AND TEHRAN STAFFS TO PROMOTE USE OF PRODUCT MARKET SERVICE (PMS) AND BUSINESS SPONSORED PROMOTIONS (BSP).

2. DEPARTMENT COMMENDS INITIATIVES TRADE CENTER DIRECTOR IN REVAMPING BSP BROCHURE AND MAKING CONCERTED DRIVE SIGN UP LOCAL AGENTS AMERICAN COMPANIES. OBVIOUS SIMILARITY OF MISSION BETWEEN LOCAL AMCHAM CHAPTER AND USTC TO FURTHER COMMERCIAL INTERESTS OUR TWO COUNTRIES SUGGESTS FERTILE TERRITORY FOR BSP DEVELOPMENT AMONG MEMBER COMPANIES THIS ASSOCIATION. LOCAL AMCHAM CHAPTER MAY BE WILLING COOPERATE IN SOLICITATION DRIVE FOR BSPTS, PERHAPS ACCEPTING QUOTA TWO OR THREE BSPTS PER MONTH FROM AMONG MEMBERSHIP.

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3. CAGNE DEPUTY DIRECTOR MCCAULEY PRESENTED CONCEPT TO POST FOR PMS DRIVE DURING JUNE VISIT. MOST EFFECTIVE MEDIUM PROMOTE USE OF PMS IS CAGNE DESK BEFORE THE BUSINESSMAN TRAVELS TO IRAN AND ECON/COMMERCIAL SECTION AT POST AFTER BUSINESSMAN ARRIVES IN TEHRAN. ON BASIS SPOT SURVEY, MORE THAN HALF BUSINESS TRAVELERS WITHOUT IRANIAN OFFICES OR

GOOD DISTRIBUTION CHANNELS IN IRAN WERE WILLING CONSIDER
PMS AS EXCELLENT VALUE FOR MONEY. WE PROPOSE TWICE
MONTHLY REPORTING BY COMMERCE AND POST ON TOTAL NUMBER
AMERICAN BUSINESS EXECUTIVES VISITING OR PHONING FOR
ASSISTANCE, NUMBER OF THESE CONSIDERED ELIGIBLE FOR PMS
SERVICE, AND NUMBER ACTUALLY SIGNED UP. USTC WOULD
MAINTAIN PMS SCHEDULE TO AVOID DUPLICATE BOOKING. WOULD
WELCOME COMMENTS. VANCE

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